

Rethinking Sustainable Investment to Create Economic Development

A Playbook for Local Governments

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Life Is On

Schneider
Electric

Economic Development: The Key to a Sustainable and Resilient Municipality

Following more than two years of turbulent economic times for local governments due to the COVID-19 pandemic, many municipalities are placing an increased importance on economic development in their communities. In a recent survey from the National League of Cities, economic development was the number two priority for U.S. mayors in 2022 closely trailing infrastructure modernization.

The importance of economic development is increasing rapidly due to unexpected population shifts, inflation, record unemployment and growing recessionary pressures. Master plans from even a few years ago may already feel out-of-date as the pandemic's shift to a more virtual world changed historic patterns of where people want to live, work and spend money. Seemingly overnight, many municipalities are having to rethink their plans for public infrastructure and services, as well as revenue streams that are more resilient in the face of so much disruption.

Top **3** Mayoral Priorities:

1. Infrastructure modernization
2. **Economic development**
3. Budgets and management

Source: National League of cities, 2022

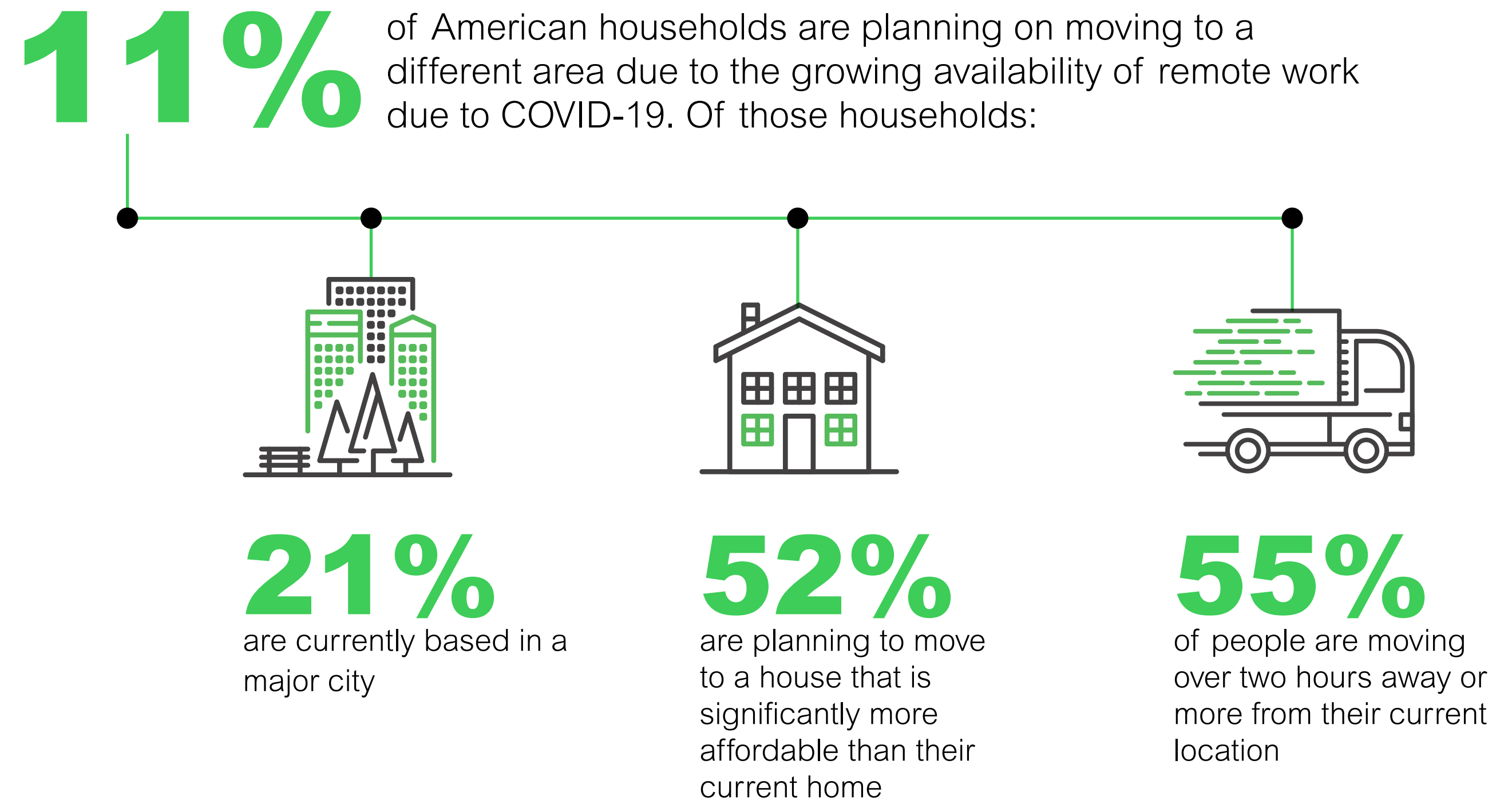


The Time Is Now for Local Economic Development

With a cultural shift to a “work from anywhere” mentality, as well as the recent passage of several rounds of federal infrastructure stimulus legislation, there are many reasons for municipal governments to be excited about local economic development.

Municipalities of all sizes should be preparing for the opportunity by building economic development strategies into their master plans. Special importance will be placed on things like sustainability, community resilience and equity, and more advanced digital and physical infrastructure to accommodate population growth.

The good news is that infrastructure investments can be a springboard for highly effective economic development plans that deliver years of low-carbon growth and budget stability.



Upwork Study: <https://www.upwork.com/press/releases/economist-report-remote-workers-on-the-move>

Where Can I Invest?

Sustainable infrastructure investments can accelerate economic development in a host of ways throughout your community. Capital projects like these create green jobs, attract residents and businesses, boost tourism and create new revenue streams.



Modern Critical Infrastructure

Prepare for growth by ensuring critical infrastructure has enough capacity to support new residents and is more resilient in the face of severe weather.



Downtown Revitalization

Attract residents and businesses with a more modern, high-tech, secure and efficient downtown.



Sustainable Infrastructure

Modernize facilities with sustainable technologies that reduce operating costs and attract a new generation of eco-conscious residents and businesses.



Revenue Generation

Generate additional revenue from infrastructure investments such as EV charging, street lights-as-a-service, smart water metering and more.



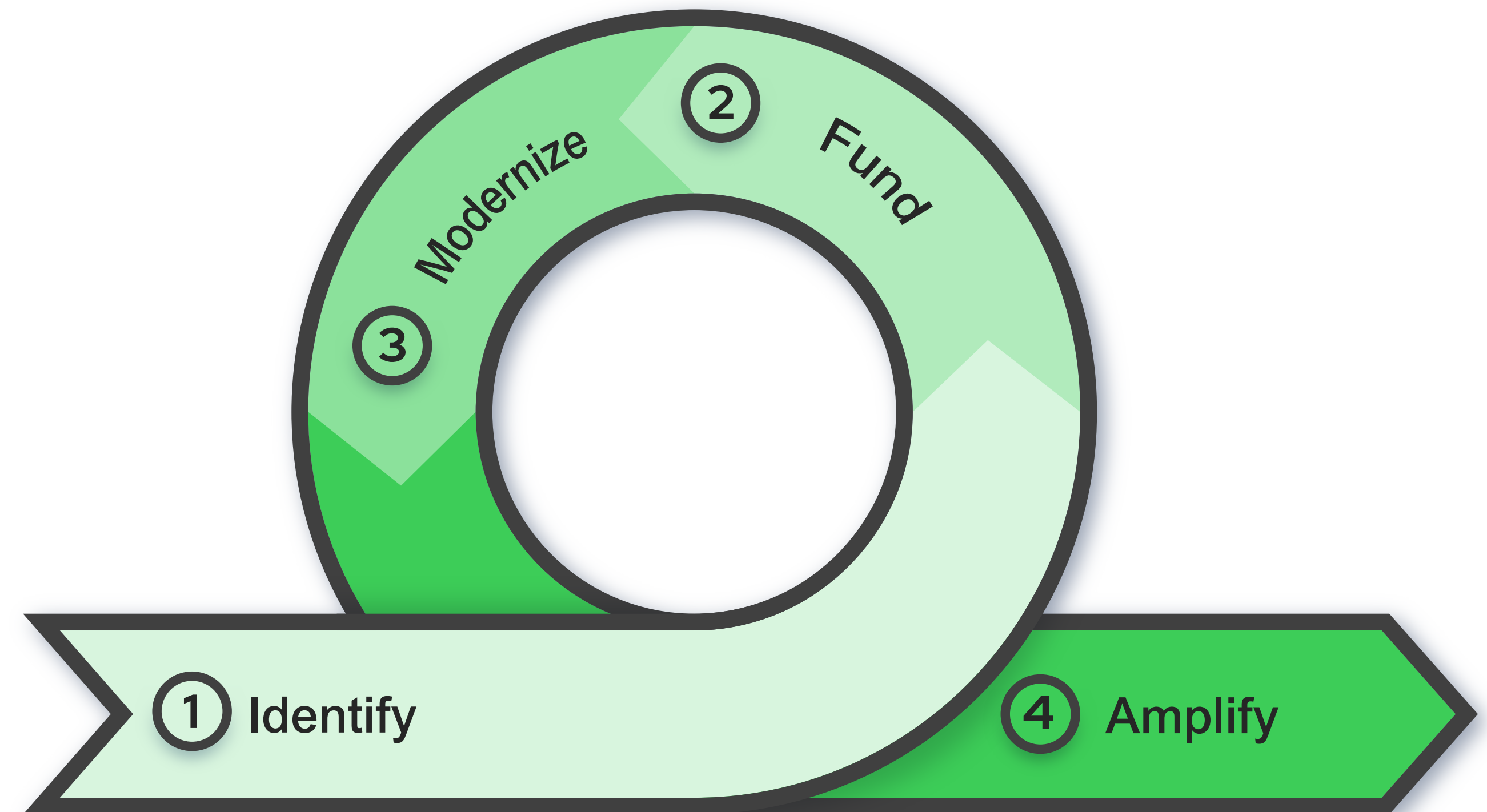
Parks and Recreation

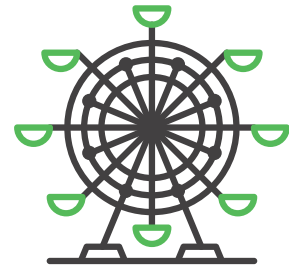
Modernize your parks and recreation facilities to attract sports tourism.

Building Economic Development Into Your Master Plan

Economic development should be a part of every municipality's master plan. Not only can it help shape the future of your community, but the financial impact of a successful economic development plan can contribute to further investment into your local infrastructure. The effects are compounding, but the biggest question is "how do I get started?"

- ① **Identify** infrastructure projects that boost economic development including things like downtown revitalization, athletic facilities, and technology zones.
- ② **Fund** your project by capturing energy and operations savings and identifying applicable federal/state/local grant funding.
- ③ **Modernize** your infrastructure with updates focused on:
 - Deferred maintenance
 - Critical infrastructure improvements
 - Sustainability
 - Resiliency
- ④ **Amplify** infrastructure investments that generate additional revenue by reinvesting it back into public services.





Transforming Infrastructure Into Tourism

City of Sierra Vista, Arizona

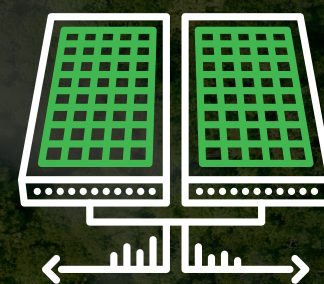
The City of Sierra Vista had a long-term vision to become a leading attraction for sports recreation in the state of Arizona. But like so many other municipalities, they had a growing list of deferred maintenance and facilities projects that were left unfinished and unfunded. Schneider Electric helped Sierra Vista not only save money on their utility bills to help fund the facilities projects, but they also helped Sierra Vista with their vision of state-of-the-art sports facilities that helped draw sports tourism dollars to town. “What set the Schneider Electric team apart was their willingness to work with us on our vision for the project and the community as a whole by talking about our strategic plan and especially our economic goals — not just how they could save us money on energy,” said Victoria Yarbrough, Assistant City Manager.



\$3.3 million
in actual 2019-21
economic impact



11,490
additional visitors
to Sierra Vista



\$13.9 million
in modernization
and efficiency
upgrades

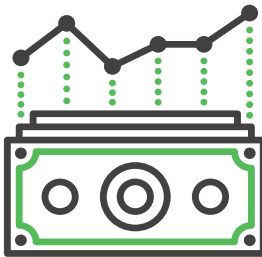


Sustainable infrastructure attracts local sports tourism

The City of Sierra Vista, Arizona uses energy infrastructure upgrades to accelerate its economic development and sustainability ambitions.

[Watch now](#) »

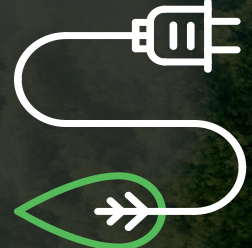
Case Studies



Turning Energy Savings Into Economic Development

City of Overland Park, Kansas

The City of Overland Park has undertaken an economic development effort to create a state-of-the-art experience for visitors to the city. The city strategically utilized captured energy savings to modernize their facilities, infrastructure, and to fund economic development investments. Improvement projects across the city include more modern and sustainable city-owned facilities, technology investments at the Overland Park Convention Center, and a new energy efficient streetlighting system optimized for roadway and pedestrian safety. Through this project, the city of Overland Park has created a sustainable, safe, and welcoming place to live and visit.



\$14.8 million in modernization and efficiency upgrades



\$25 million in total energy and operations savings



Revenue-generating lighting upgrades to convention center facility

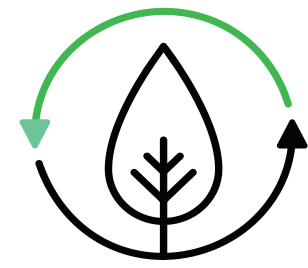


Revenue-Generating Lighting Upgrades

New LED lighting in both the exhibit spaces and meeting rooms of the Overland Park Convention Center were upgraded to smart lighting technology. Settings like color, color temperature, and brightness can be controlled remotely on each individual bulb, replacing the need to have multiple sets of lights for different types of events or settings.



Case Studies



Sustainable Investments Attract New Residents

City of Holland, Michigan

The City of Holland Michigan had a plan to grow, but they knew that with growth would come some tough realities. Forecasts showed the city wouldn't be able to produce enough energy to meet demand, and leaders were also concerned about the impact of this growth on the environment. Holland leaders commissioned a community energy plan with the goal of becoming a highly energy efficient city that honored the community's core Dutch values of practicality and stewardship.

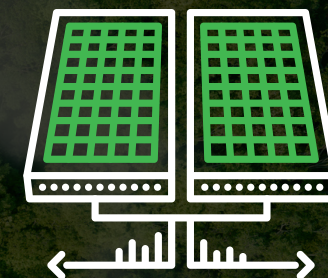
With Schneider Electric, Holland was able to create a community energy plan with the goal of attracting residents to a sustainable city. The plan addressed a number of energy savings projects and sustainability recommendations for the city. The energy plan became a springboard for the City to accomplish their growth goals and also become a sustainability leader.



72 million fewer metric tons of CO₂ produced annually



65% reduction to city energy bill



\$4 million in modernization and efficiency upgrades



Creative Funding For Sustainability

Learn how Holland used energy savings to fund their master plan initiatives.

[Learn more](#) »

Your Vision Is Within Reach

Capital recovery and reinvestment programs allow government leaders to secure new sources of revenue to tackle more than they ever imagined — without taking money from community programs or increasing taxes and fees. As these municipal leaders have experienced, it is possible to drive economic development in your community and to also fund your vision for improved facilities, technology, security, and so much more.

All you need is an experienced partner like #1-ranked Schneider Electric. We've helped hundreds of cities, counties and municipalities nationwide fund their top priorities.



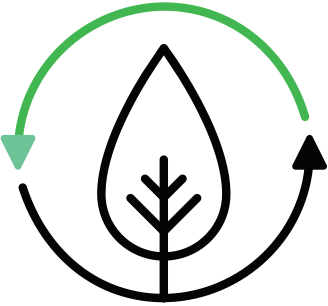
Schneider Electric can help you design and implement a comprehensive project to boost economic development for your community:



Funding for deferred maintenance with cash flow from guaranteed energy and operations savings



Infrastructure modernization with projected economic development impact



Sustainable and resilient infrastructure solutions that attract residents, businesses and tourism

The Expertise to Transform Your Infrastructure

Over the past 30 years, Schneider Electric has successfully implemented more than 850 projects nationwide for public sector clients, creating \$3 billion in savings through efficiency improvements, while boosting economic development, budget stability and environmental impact.

To learn more about how Schneider Electric helps municipalities create modern, sustainable and resilient infrastructure, [visit our website](#).

#1 Ranked ESCO in America

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Let's discuss your project

Contact us

